R.J. Reynolds Tobacco Company

G. N. KURUC, JR.
Key Account Manager

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Raritan Center
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Via E Mail
February 8, 1996

To: C. A. DiBenedetto
J. F. Klein
K. Brandt
Phyllis Floyd

RE: Edward's Super Foods Installation

Phyllis & Gentlemen:

The changeover of Mayfair Markets to Edward's Super Foods will begin on February 11. Listed below are detailed accountabilities and basic instructions with regard to this project.

Fixture Installers

1. Install 12' In-Line (7 shelf) Wood Flex w/Enhanced Canopy and Solid Security Doors.
2. Label RJR Space (planogram and labels attached)
   - Place masking tape on front of shelf prior to placing paper labels.
   - Place masking tape on competitive shelves, and write name of company (according to planogram).
3. Load merchandiser.
4. Contact Merchandising Coordinator Phyllis Floyd with location of completed store.

Materials Coordinator (Phyllis Floyd)

1. Voice Mail appropriate Retail Manager with location of store completed.

Retail Representative

1. Contact completed store as soon as possible.
2. Remove masking tape and paper tags from RJR Space. Tag space with carton labels.
3. Ensure that proper advertising is placed in lighted canopy.
4. Voice mail Retail Manager that store is completed.

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/zsln0000

Attached is the following:

> Paper Brand labels (Fixture Installer only).
> Edward's Vendor Reset Requirements and Expectations (Fixture Installer only)
> Edward's Carton Planogram (industry)
> RJR Brand Specific Planogram
> Edward's Unsalable/Return Store Policy and C&S Return Form
> List of authorized brands and item code numbers (from supplier C&S)

If you have any questions, please call me.

Regards,

G. N. Kuruc, Jr.

cc: M. A. Young
J. F. Loftin, Jr.
R. J. O'Rourke
Attachment (s)

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